

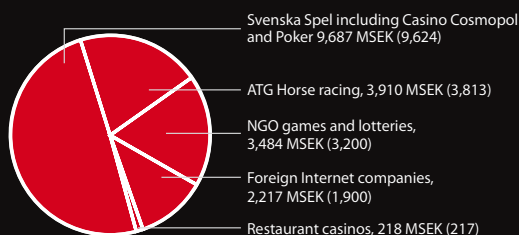
# 2011 in brief

## Key data, Svenska Spel

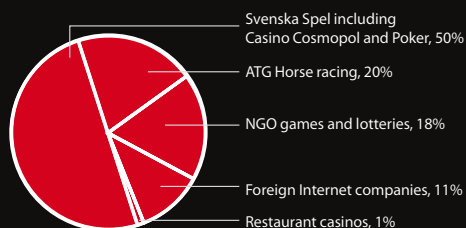
Group, SEK million	2011	2010
Gross gaming revenue	22,284	21,751
Net gaming revenue, total	9,687	9,624
Net sales from gaming operations, etc.	7,919	7,885
Operating profit	4,940	4,795
Operating margin, %	21.9	21.8
Income for the year	5,007	4,766
Average number of employees	1,774	1,764

## The Swedish gaming market \*

### Net gaming revenue 2011



### Net market share 2011



\* Refers to the total known market in Sweden.  
Source: Preliminary statistics from the Swedish Gaming Board and Svenska Spel's estimates of the net gaming revenue of foreign Internet companies. These sources estimate the size of the total Swedish net gaming market to have been approximately SEK 19,500 million (18,600), 2010 figures in parentheses.

## Cooperation with "Foppa"

The renowned Swedish ice-hockey player, Peter "Foppa" Forsberg signed a cooperation agreement with Svenska Spel. His role is to strengthen Svenska Spel's commitment to Swedish sports.

Read more about Svenska Spel's brand programmes and sponsorship on page 25.



## Noteworthy marketing

TV commercials for Triss were awarded two Silver Lions at the Cannes Lions International Advertising Festival. A commercial for Lotto was nominated for the Swedish Guldägget (Golden Egg) award in 2011.

Read more about branding programmes on page 24.



## High profile anniversaries

Triss and Oddset celebrated their 25th anniversary and remain among Sweden's largest and most popular games. The largest contributors to net gaming revenues was the Vegas game, which celebrated its 15th year. Casino Cosmopol marked its tenth birthday at the Sundsvall Casino, the very first casino in Sweden.

Read more about the games on page 28.



## SEK 5,007 million for the Swedish Treasury

Svenska Spel's surplus of SEK 5,007 million (4,766) is paid to the State, representing an increase of 5.0% compared with 2010, and the third best result ever.

Lennart Käll, new President and CEO, and Anitra Steen, new Chairman.



## New President and new Chairman

At the AGM in April 2011, Anitra Steen was elected as Chairman of Svenska Spel. On 12 September, Lennart Käll took up his position of President and CEO.

Read the CEO's Commentary and interview with the Chairman on pages 4–5.

## Debate gathers intensity

The debate on the re-regulation of the Swedish gaming market intensified during the year.

Read about the Swedish gaming market on page 11.



## Mobile trends

The mobile web [m.svenskaspel.se](http://m.svenskaspel.se), offering gaming on the Oddset Live and Mixen games, was extended with the opportunity for customers to open an account, transfer money and play Lotto. The Svenska Spel Målservice (scores service) application was also developed for Android, whose customers ranked it as the "best free app".

Read about the games on page 28.

## Continuing work for long-term sustainability

Efforts to integrate responsibility and sustainability issues throughout operations continued in 2011.

- Svenska Spel's Spelkort customer card marked its 10th anniversary. A great deal of the responsible gaming programmes aimed at customers in stores and on the website [svenskaspel.se](http://svenskaspel.se) are based on the card.
- A new central system for Vegas VLTs was commissioned. In the long run, this will permit responsible gaming tools to be linked up to the customer card for Vegas customers.
- The Vegas business area launched a new responsible gaming training programme for its business partners.
- The subsidiary Playscan AB, which provides the responsible gaming tool, Playscan™, has now signed an agreement with A-lotterierna having previously had contracts with Miljonlotteriet, La Française des Jeux, Finland-

based Ray and the Canadian Atlantic Lottery. Playscan™ was upgraded during 2011 for the [svenskaspel.se](http://svenskaspel.se) site and now has 53,844 users (47,000).

- 85% approved test purchases at Vegas business partners. The result for retailers was 84%, while the lottery retailers, who since 2010 have been compelled to demand identification for the purchase of lottery tickets, have not yet attained equally positive results.
- Casino Cosmopol's responsible gaming programmes continued to focus on young guests in the 20–24 age group during the year.
- Renewable energy was introduced in Casino Cosmopol's premises in Malmö and is now available in all Svenska Spel's properties.

The CSR (Corporate Social Responsibility Report) for 2011 is available on pages 95–129 and at [svenskaspel.se](http://svenskaspel.se).